

**Remarks/Arguments**

Upon entry of the accompanying amendments, claims 1-4, 6-10 and 12-16 will be pending in this application. Claims 1-16 are rejected in the Office Action of September 29, 2008. Claims 1, 6, 7 and 12-15 are amended herein to more particularly point out and distinctly claim the subject matter Applicants regard as their invention. Claims 5 and 11 are cancelled herein.

**Re: Claims 1 and 7**

Claims 1 and 7 are rejected under 35 U.S.C. §102(b) as being anticipated by U.S. Patent Publication No. 2002/0018050 by Turner (hereinafter, "Turner"). Applicants respectfully traverse this rejection for at least the following reasons.

Applicants first note that independent claim 1 is amended herein to recite:

"wherein the controller is operative to detect one of a presence and an absence of a lighting device upon an initial power-up of the television apparatus, the lighting device, when present, being coupled to the controller and being capable of illuminating the front panel array at a plurality of illumination intensity levels;

wherein if the controller detects the presence of the lighting device upon the initial power-up of the television apparatus, a light control menu is provided to allow a user to select a level of illumination intensity of the lighting device from the plurality of illumination intensity levels; and

wherein if the controller detects the absence of the lighting device upon the initial power-up of the television apparatus, the light control menu is not provided."

As indicated above, independent claim 1 is amended herein to recite that the controller is operative to detect one of a presence and an absence of a lighting device upon an initial power-up of the television apparatus. If the controller detects the presence of the lighting device upon the initial power-up of the television apparatus, a light control menu is provided to allow a user to select a level of illumination intensity of

the lighting device from a plurality of illumination intensity levels. Conversely, if the controller detects the absence of the lighting device upon the initial power-up of the television apparatus, the light control menu is not provided. Independent claim 7 is amended to recite similar subject matter in means-plus-function format.

Turner fails to disclose or suggest all of the elements of independent claims 1 and 7. In particular, Turner discloses a front panel display for an electronic device such as a television system. According to the teachings of Turner, the front panel display indicates the operational status of the device to a user, and the illumination and/or brightness of the display is/are user adjustable and/or adjustable depending on the status of the device and/or the ambient lighting in the locality of the device. However, Turner fails to disclose or suggest, *inter alia*, that its device "is operative to detect one of a presence and an absence of a lighting device upon an initial power-up" as recited for example in amended independent claim 1. As such, Turner also fails to disclose or suggest that "if the controller detects the presence of the lighting device upon the initial power-up ... a light control menu is provided to allow a user to select a level of illumination intensity of the lighting device from the plurality of illumination intensity levels" or that "if the controller detects the absence of the lighting device upon the initial power-up ... the light control menu is not provided" as recited for example in amended independent claim 1 (and similarly recited in independent claim 7).

Accordingly, in view of the accompanying amendments and the foregoing remarks, Applicants submit that independent claims 1 and 7 are novel and non-obvious over Turner, and withdrawal of the rejection is respectfully requested.

**Re: Claims 1 and 7**

Claims 1 and 7 are separately rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 7,379,393 issued to Morykwas et al. (hereinafter, "Morykwas"). Applicants respectfully traverse this rejection for at least the following reasons.

As indicated above herein, independent claim 1 is amended herein to recite that the controller is operative to detect one of a presence and an absence of a lighting device upon an initial power-up of the television apparatus. If the controller detects the presence of the lighting device upon the initial power-up of the television apparatus, a light control menu is provided to allow a user to select a level of illumination intensity of the lighting device from a plurality of illumination intensity levels. Conversely, if the controller detects the absence of the lighting device upon the initial power-up of the television apparatus, the light control menu is not provided. Independent claim 7 is amended to recite similar subject matter in means-plus-function format.

Morykwas fails to disclose or suggest all of the elements of independent claims 1 and 7. In particular, Morykwas discloses a time tracking device comprising a display incorporated into a housing of a projector, a control pad and a power source. According to the teachings of Morykwas, the time tracking device can provide a presenter with the ability to track the elapsed time of a presentation. However, Morykwas fails to disclose or suggest, *inter alia*, that its time tracking device "is operative to detect one of a presence and an absence of a lighting device upon an initial power-up" as recited for example in amended independent claim 1. As such, Morykwas also fails to disclose or suggest that "if the controller detects the presence of the lighting device upon the initial power-up ... a light control menu is provided to allow a user to select a level of illumination intensity of the lighting device from the plurality of illumination intensity levels" or that "if the controller detects the absence of the lighting device upon the initial power-up ... the light control menu is not provided" as recited for example in amended independent claim 1 (and similarly recited in independent claim 7).

Accordingly, in view of the accompanying amendments and the foregoing remarks, Applicants submit that independent claims 1 and 7 are novel and non-obvious over Morykwas, and withdrawal of the rejection is respectfully requested.

**Re: Claims 2-4, 6, 8-10 and 12**

Claims 2-4, 6, 8-10 and 12 are rejected under 35 U.S.C. §103(a) as being unpatentable over Turner. Applicants respectfully traverse this rejection for at least the same reasons pointed out above in conjunction with independent claims 1 and 7 (from which claims 2-4, 6, 8-10 and 12 ultimately depend). In particular, Turner fails to disclose or suggest, *inter alia*, that its device “is operative to detect one of a presence and an absence of a lighting device upon an initial power-up” as recited for example in amended independent claim 1. As such, Turner also fails to disclose or suggest that “if the controller detects the presence of the lighting device upon the initial power-up … a light control menu is provided to allow a user to select a level of illumination intensity of the lighting device from the plurality of illumination intensity levels” or that “if the controller detects the absence of the lighting device upon the initial power-up … the light control menu is not provided” as recited for example in amended independent claim 1 (and similarly recited in independent claim 7).

Accordingly, in view of the accompanying amendments and the foregoing remarks, Applicants submit that dependent claims 2-4, 6, 8-10 and 12 are non-obvious over Turner, and withdrawal of the rejection is respectfully requested.

**Re: Claims 5, 11 and 13-16**

Claims 5, 11 and 13-16 are rejected under 35 U.S.C. §103(a) as being unpatentable over Turner in view of U.S. Patent No. 6,999,059 issued to Kim (hereinafter, “Kim”). The rejection of claims 5 and 11 is deemed moot by their cancellation herein. Applicants respectfully traverse the rejection of claims 13-16 for at least the following reasons.

Independent claim 13 is amended herein to recite a method of providing a variable intensity light for a front panel array of a television apparatus. The method comprises the steps of:

“detecting one of a presence and an absence of a lighting device upon an initial startup of the television apparatus, the lighting device being

capable of illuminating the front panel array at a plurality of illumination intensity levels when present;

providing a light control menu to an on-screen control menu of the television apparatus if the presence of the lighting device is detected, the light control menu allowing a user to select one of the plurality of illumination intensity levels for the lighting device; and

providing the on-screen control menu without the light control menu if the absence of the lighting device is detected."

As indicated above, amended independent claim 13 recites subject matter similar to amended independent claims 1 and 7 described above, but in method format.

Neither Turner nor Kim, whether taken individually or in combination, discloses or suggests all of the elements of independent claim 13. As indicated above herein with reference to independent claims 1 and 7, Turner fails to disclose or suggest, *inter alia*, steps of "detecting one of a presence and an absence of a lighting device upon an initial startup" and "providing a light control menu to an on-screen control menu ... if the presence of the lighting device is detected" and "providing the on-screen control menu without the light control menu if the absence of the lighting device is detected" as recited by amended independent claim 13.

Secondary reference, Kim, is unable to remedy the aforementioned deficiencies of Turner. In particular, Kim discloses a display apparatus having a main casing and an illuminator attached to the main casing for illuminating the circumference thereof. However, like Turner, Kim also fails to disclose or suggest, *inter alia*, steps of "detecting one of a presence and an absence of a lighting device upon an initial startup" and "providing a light control menu to an on-screen control menu ... if the presence of the lighting device is detected" and "providing the on-screen control menu without the light control menu if the absence of the lighting device is detected" as recited by amended independent claim 13.

Accordingly, in view of the accompanying amendments and the foregoing remarks, Applicants submit that claims 13-16 are non-obvious over the proposed

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combination of Turner and Kim, and withdrawal of the rejection is respectfully requested.

**Conclusion**

In view of the foregoing remarks/arguments and accompanying amendments, the Applicants believe this application stands in condition for allowance. Accordingly, reconsideration and allowance are respectfully solicited. If, however, the Examiner is of the opinion that such action cannot be taken, the Examiner is invited to contact the Applicants' attorney at (609) 734-6813, so that a mutually convenient date and time for a telephonic interview may be scheduled. No fee is believed due. However, if a fee is due, please charge the fee to Deposit Account 07-0832.

Respectfully submitted,

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